

Abstract

A method of preparing a server is disclosed that supports a plurality of purchaser systems to transmit over the Internet orders for collectibles being offered for sale on a primary and a secondary market. The method starts by constructing at the server a purchaser history database. Then, an initial placement of a number of lots of selected collectibles are offered for sale on the primary market. Next an account is created for each purchaser transmitting an order to the server. Each account includes a record of the purchasing activity of its purchasers. Then, the lots of selected collectibles are allocated to the successful purchasers. Then at the direction of certain of the successful purchasers, selected of the allocated collectibles are offered for sale on the secondary market. Orders are received from all of the purchasers who placed orders during the offering for sale of the primary market and the offering for sale on the secondary market, and a record for each of the purchasers is created in the purchaser history database. The collectibles may comprise trading cards.